

Helping a Friend Leads to Major Industry



FRANK B. DESMOND
Vice President, General Manager



HEADQUARTERS FOR DEFT . . . Corporate offices and West Coast manufacturing facilities for Deft, Inc. are located here at 612 Maple Ave. The firm serves an international market because a

friend of the Desmonds wanted a do-it-yourself product to finish the woodwork in his new home.



WILLIAM J. DESMOND
Deft's President

Deft, Leading Wood Finishing Firm, Expands

Because a friend had just completed a new home in Rolling Hills and wanted a do-it-yourself finish for the large amount of wood paneling, a major wood finishing products firm developed and grew, and now occupies modern facilities in Torrance's new Central Manufacturing District.

"It was our friend's problem that led us to the formula for our Deft products," says William J. Desmond, president of Deft, Inc. "We're still looking for people with finishing problems," he adds.

Desmond, with his brother, Frank, who is vice president and general manager of the firm, were experienced paint manufacturers when the Deft formula was developed in mid-1953.

The firm moved to a Torrance location in 1959 and into its new manufacturing building at 612 Maple Ave. last year.

The first cans of Deft were delivered to local dealers by representatives of the firm, and in April, 1954, the first distributor was added to the organization.

The product now is manufactured in Torrance and in Alliance, Ohio, and is distributed in each of the 50 states, Canada, Puerto Rico, Belgium, and Norway. Other markets are being developed throughout the world, the Desmonds report.

Today's emphasis at the firm centers on the industrial division headed by "Bud Le-

vine, an industrial chemist and authority on exotic finishing products.

Levine's world is filled with alkyds, nitrocellular material, epoxies, electrostatic properties, and urethanes.

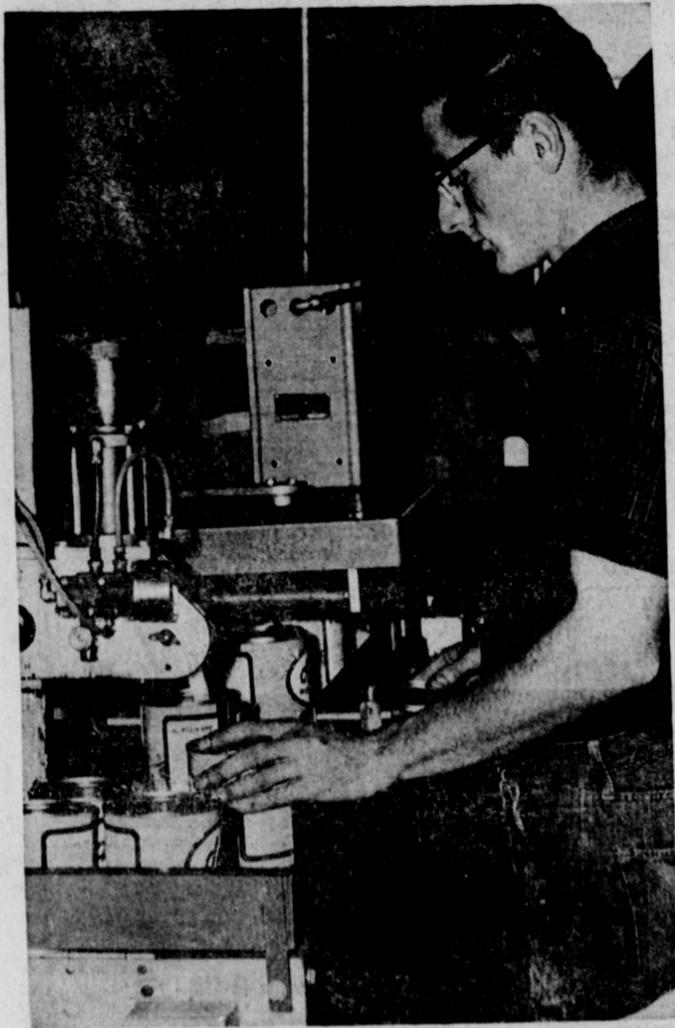
A new phase of its operations, the officers expect a big future in the manufacture of industrial coatings and finishes, custom formulated for specific needs of firms in this area engaged in aerospace, chemicals, aircraft, electronics, marine, and food processing.

Epoxy coatings developed by the firm will chemically harden and cure to the hardness of baked enamel. At the same time, they provide extraordinary resistance to corrosion, acids, alkali, hydraulic fluids, solvents, and other chemicals.

New technologies to keep pace with space age developments are the goals of today's company, Levine reports. One new product in advanced stages is an epoxy coating of revolutionary nature which enables the user to achieve the thickness of eight to ten coats of conventional protective coating with a single application. The saving in time and labor is obvious.

It's been a long time since the day the Desmonds set out to find a do-it-yourself wood finish for a friend.

But millions of weekend artisans have been reaping the benefits for most of the time since.



FILLING CANS . . . Automatic measuring equipment fills containers at the Torrance Deft plant, pumping the exact amount needed into the can and cutting off the flow without a dribble. The cans then move under a roller where the lids, each stamped with a control number, are set onto the can.

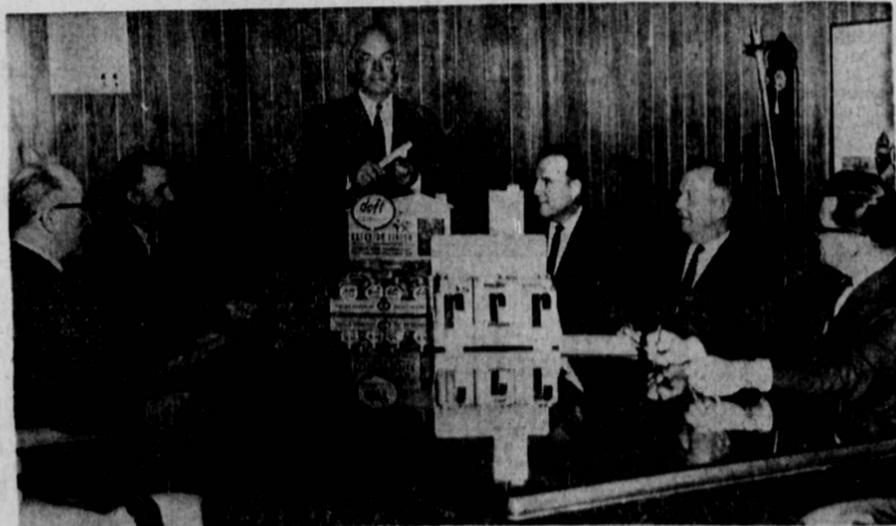


TO THE DROP . . . Tony Desmond, a second generation Desmond in the Deft plant, shows the relatively simple packaging set up. Materials for the product are stored underground and are pumped into the packaging area as needed. The operation is carried on outdoors, solving a ventilation problem.



PACKAGING PLANT . . . Tony Desmond (foreground) points out the open-air facilities where Deft is put into cans and packaged for shipment to West-

ern United States and Canadian markets. Much of the material for the unique wood finish is stored underground here and under parking areas nearby.



STAFF SESSION . . . President William J. Desmond shows officers and staff members of Deft two of the firm's retail display cases featuring the familiar trademark during a staff meeting at the Torrance

plant at 612 Maple Ave. Deft moved to Torrance from Los Angeles in 1959 and into its new plant last year.